

# Sidelight

PROFESSIONAL WRITING WORKSHOPS SINCE 2022



## Business Writing & Communications Workshops

[www.sidelightworkshops.com](http://www.sidelightworkshops.com)



## Our Business

Sidelight is the teaching division of Scriptorium Professional Writing Services. Our mission is to collaborate with our clients to create functional communications tailored to their specific training and documentation needs.

Our current team includes experienced writers, each with post-secondary education in writing and communications. Our instructors have experience developing curricula and teaching both online and on-campus at MacEwan University, NAIT, and BCIT. We bring a breadth of experience in technical, business, and freelance writing projects to our lessons.

Being both teachers and professional writers, our instructors understand the practical challenges you face when writing in the workplace. They can provide proven tips and methods to help you meet those challenges and improve your writing skills.

We have had the pleasure of teaching custom workshops in a variety of industries, including construction, oil and gas, water and waste management, banking, not-for-profit, and government.

For more information about our workshops, visit: [www.sidelightworkshops.com](http://www.sidelightworkshops.com).

For more information on our writing and editing services and clients, visit: [www.scriptoriumpro.com](http://www.scriptoriumpro.com)

## Build the Workshop You Need

Sidelight offers a unique experience of choice through our writing and communication workshops. You can choose from our different modules to build the course content that best suits your training needs.

### Choose the Length

01

You can compile a half-day, full-day, multi-day, or learn-at-lunch style workshop. Choose just 1 topic for a short session or several to build an all-day course. We can deliver the content in 1 session or as a series over several days or weeks.

### Choose the Delivery Method

02

Your workshop can be provided on-site or online to any number of participants. We offer multiple facilitators to maximize interaction for larger groups. Our goal is to inspire through involvement, not a lecture.

### Choose the Content

03

You can customize your workshop with modules that suit your needs.



# Workshop Modules

## Business Writing Essentials

This module applies to all types of business communications and technical writing. Recognize the 3 key factors to consider while communicating within the workplace: purpose, audience, and means. Use the 3 x 3 writing process: prewriting, writing, and rewriting. And learn some tips and tricks to be more effective and efficient.

We recommend that all our workshops start with this module.

## Strategic Editing

Sometimes, what you do not put on the page is just as important as what you do put on it. Make your writing stronger by learning what and when to cut. Learn to communicate clearly about complex ideas without bogging down your writing with just the right amount of industry-specific language. We teach plain language, distilled writing, and formatting for clarity.

## Writing for the Workplace

Writing is a regular and critical part of doing business, but it can be a challenge to organize your ideas and get them onto paper. We can walk your team through practical tips and templates for specific types of writing projects.

Any of these topics can be added to Business Writing Essentials and Strategic Editing to customize the content for your team:

- Emails
- Letters/Memos
- Press Releases
- Presentations/Meetings
- Business Plans
- Business Reports
- Government Briefs
- Policies
- Procedures
- Manuals
- White Papers
- Social Media
- Delivering a Negative Message

## Technical Writing

Efficient and effective procedures, processes, and policies are clear, consistent, and accessible. Learn how to develop functional instructional documents that meet safety, quality, and legislative requirements.

## Intercultural Communication

Sometimes it can feel like you do not speak the same language within your company. Learn how to implement strategies for writing and communicating across different cultures, generations, or departments so all your messages become clearer.

## Template Design & Training

We can guide your team through creating, using, and managing document templates.

## One-on-One Coaching

After the workshop, you can book a 1-hour session with your instructor to discuss a specific document or work on specific writing questions and challenges that you face in the workplace. This can be especially helpful after your instructor completes a document review.

## Document Review

After the workshop, you can submit a document to your instructor for review. The instructor will review the document based on workshop content and provide feedback on:

- Intended audience
- Appropriate language
- Writing and style

# Our Instructors



## JACLYN LAWRENCE

For 20 years, Jaclyn has worked freelance and in-house for a variety of clientele, writing and editing everything from heavy equipment procedures to a novel. She also taught on-campus and online for MacEwan University for 8 years and NAIT for a year. She uses her combined experience to present Sidelight workshops and help our clients with instructional design projects.



## ANNETTE WIERSTRA

Starting as a journalist and managing editor for a small publication and several websites over 25 years ago, Annette shifted into technical writing and now uses her experience to write policies and procedures for utilities, government, and not-for-profits. After teaching communications and writing at MacEwan University for 9 years, she has a special love for instructional design and teaching projects for Sidelight clients.

# Module Time Requirements

Module	Hours Required	
Business Writing Essentials • Purpose, audience, and means • The 3 x 3 writing process	1:00 - 1:30	Presentations/Meetings 1:00 - 1:30
Strategic Editing • Plain language • Distilled writing • Formatting for clarity <i>(Pairing this module with Business Writing Essentials provides a strong base for our other modules.)</i>	2:00 - 3:00 (Half-Day)	Business Plans 1:00 - 1:30
Technical Writing	2:00 - 3:00 (Half-Day)	Business Reports 1:00 - 1:30
Template Design & Training	2:00 - 3:00 (Half-Day)	Government Briefs 1:00 - 1:30
Intercultural Communication Writing for the Workplace	1:00 - 1:30	White Papers 1:00 - 1:30
Email & Letters/Memos	1:00 - 1:30	Policies 1:00 - 1:30
Press Releases	1:00 - 1:30	Procedures 1:00 - 1:30
		Manuals 1:00 - 1:30
		Social Media 1:00 - 1:30
		Delivering a Negative Message 1:00 - 1:30
		Document Review Depends on document size
		One-on-One Coaching 1:00/Session



## Ready to Schedule Your Workshop?

We're ready to get started!

It's time to:

1. Book a consult.
2. Work together to plan your workshop.
3. Hone your team's communication skills.

[booking@sidelightworkshops.com](mailto:booking@sidelightworkshops.com)

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